

Logo

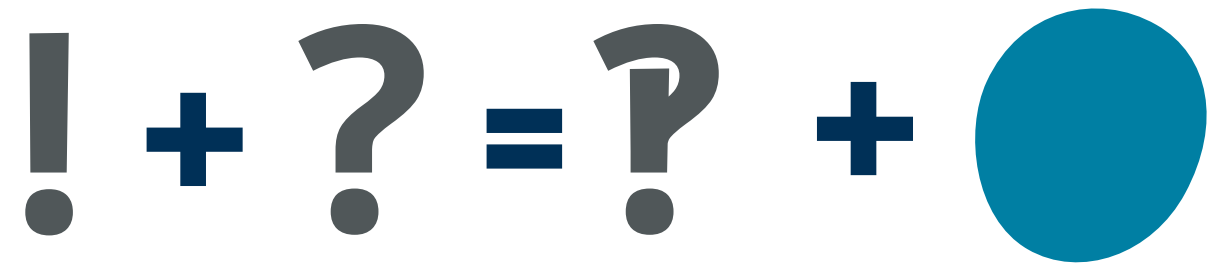
# Logo

## The Interrobang

Invented in the 1960s, the interrobang is a clever solution to a punctuation challenge. To ask a question excitedly, writers often used a question mark (“interrogation point”) followed by an exclamation point (“bang”)–or vice versa. The interrobang simply combines the two symbols.

We’ve adopted the interrobang as our brand mark because it captures two essential principles at Pearson—the curiosity to know and discover, and the excitement and fun of learning.

Our customized interrobang brand mark has been carefully crafted and encapsulated in a thumbprint, which symbolizes our human-centric approach of putting the learner at the heart of everything we do.



# Pearson

# Logo

## The Pearson logo

Our Pearson logo consists of three elements: the interrobang, thumbprint, and Pearson logotype.

The interrobang and thumbprint represent the fun and discovery of learning. These are balanced by a serif logotype reflecting Pearson's heritage and expertise.

The primary version of our logo is shown here. It should be used wherever possible.

These three elements should never appear separately. The only exception to this rule is in selected digital uses (favicon and avatar) and merchandise material that has been approved by the brand team. This is covered in more detail later in the guidelines.

Additional logo versions are available for restricted formats and specific uses. See page 20.

Pearson primary logo



# Logo Clearspace

When you place our logo in a design, please make sure you give it room to breathe; we call this “clearspace.”

Always leave a clearspace area equal to the cap height of the Pearson logotype “P.”

Logo artwork comes with the clearspace dimensions included in the art board size.



For the full set of logo assets, please click the download folder above.

Pearson primary logo with clearspace



Logo clearspace = to the cap height of the Pearson logotype “P”

# Logo Positioning

Our logo can be placed in different positions across our communications, depending on the context and format of the piece.

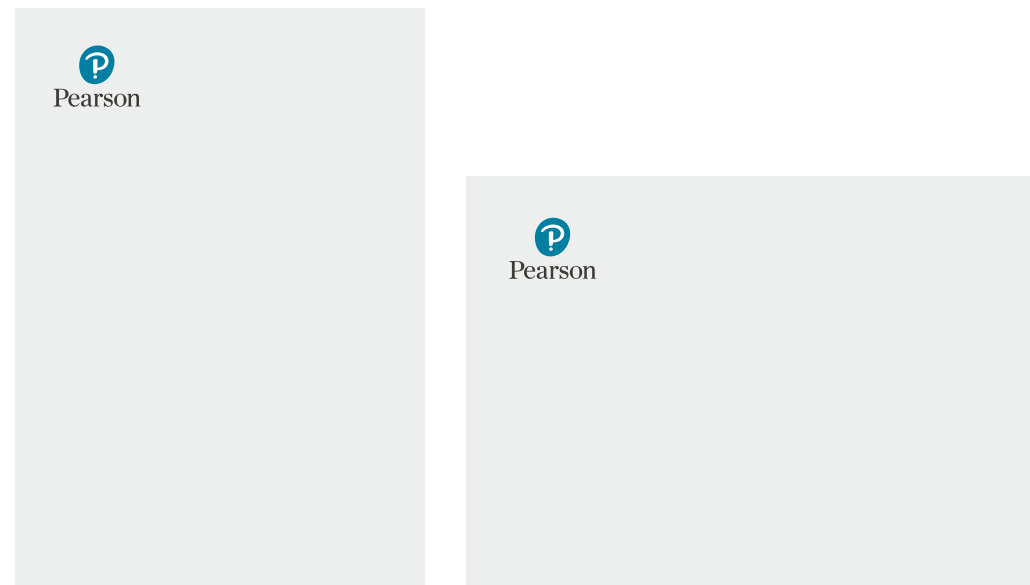
## Primary and secondary positions

Our preferred logo position is in the top left corner, to lead with our brand. Our secondary position is in the bottom left-hand corner, acting as a sign-off this can be used if your audience is more familiar with Pearson e.g., as a sign-off for a campaign where the campaign message is leading the communication, or an internal poster where it is clear that the communication is from Pearson because you are in a Pearson environment. Internal items e.g., internal newsletters that scroll should use the primary position to ensure that the logo is not missed if someone does not scroll through the full item.

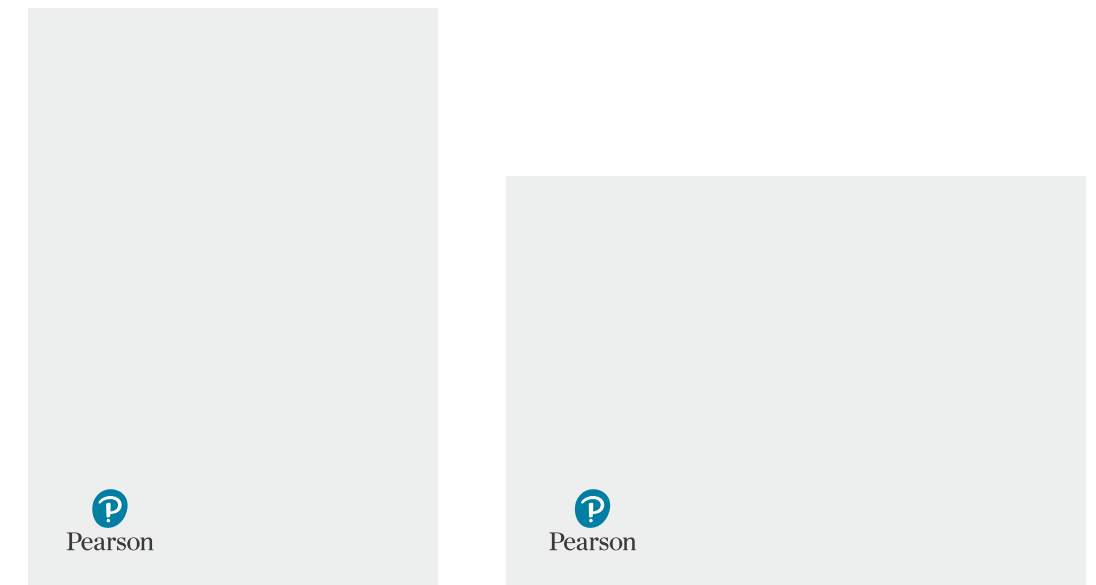
## Unique formats

For unique formats that are narrow, e.g., digital Web banners or trade show signage, the logo should be placed at the top center or left-hand side of your format to lead your communication. When placing the logo, try to adhere to clearspace requirements as much as possible within your restricted size.

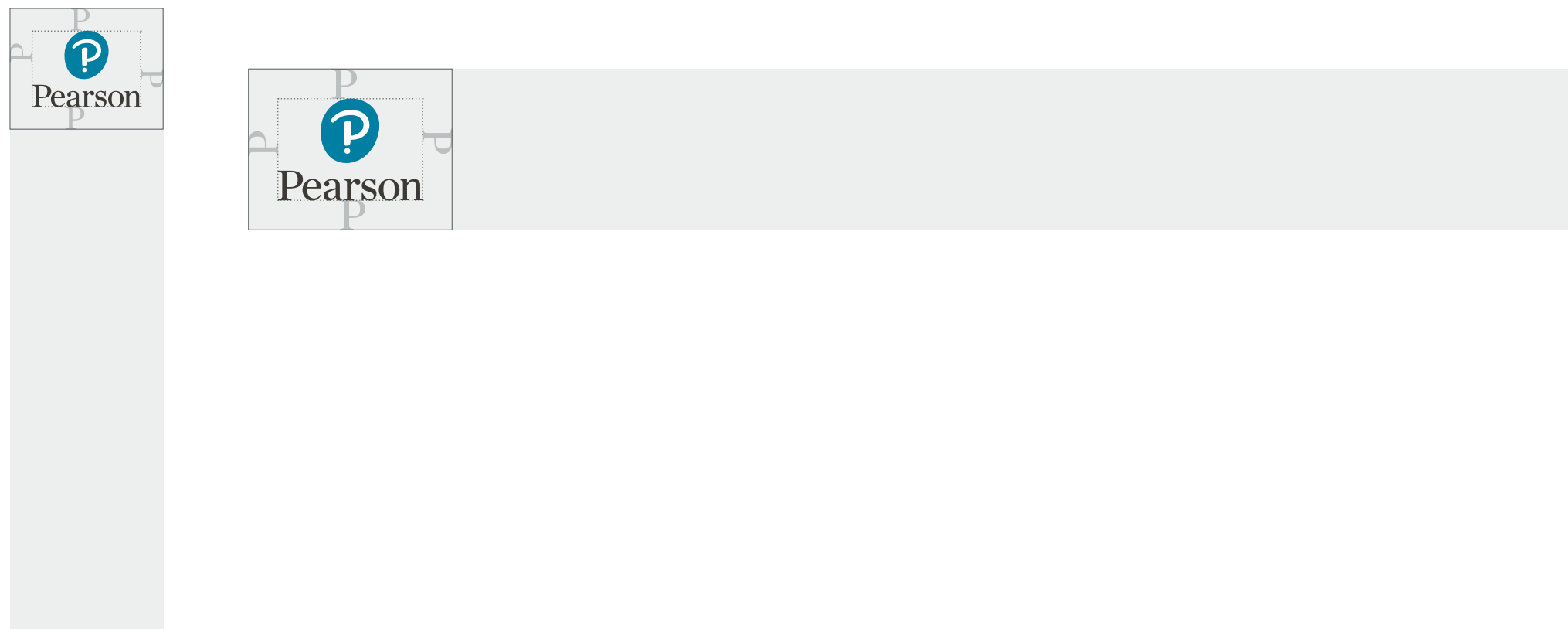
Primary logo position



Secondary logo position



Unique formats



# Logo Size

You can calculate our ideal logo sizes from the diagonal width of your format. The logo height is equal to 1/12 of the diagonal. Here are some useful standard sizes for reference:

Format size	Logo height
-------------	-------------

A1	86 mm
A2	60 mm
A3	43 mm
A4	30 mm
A5	21 mm

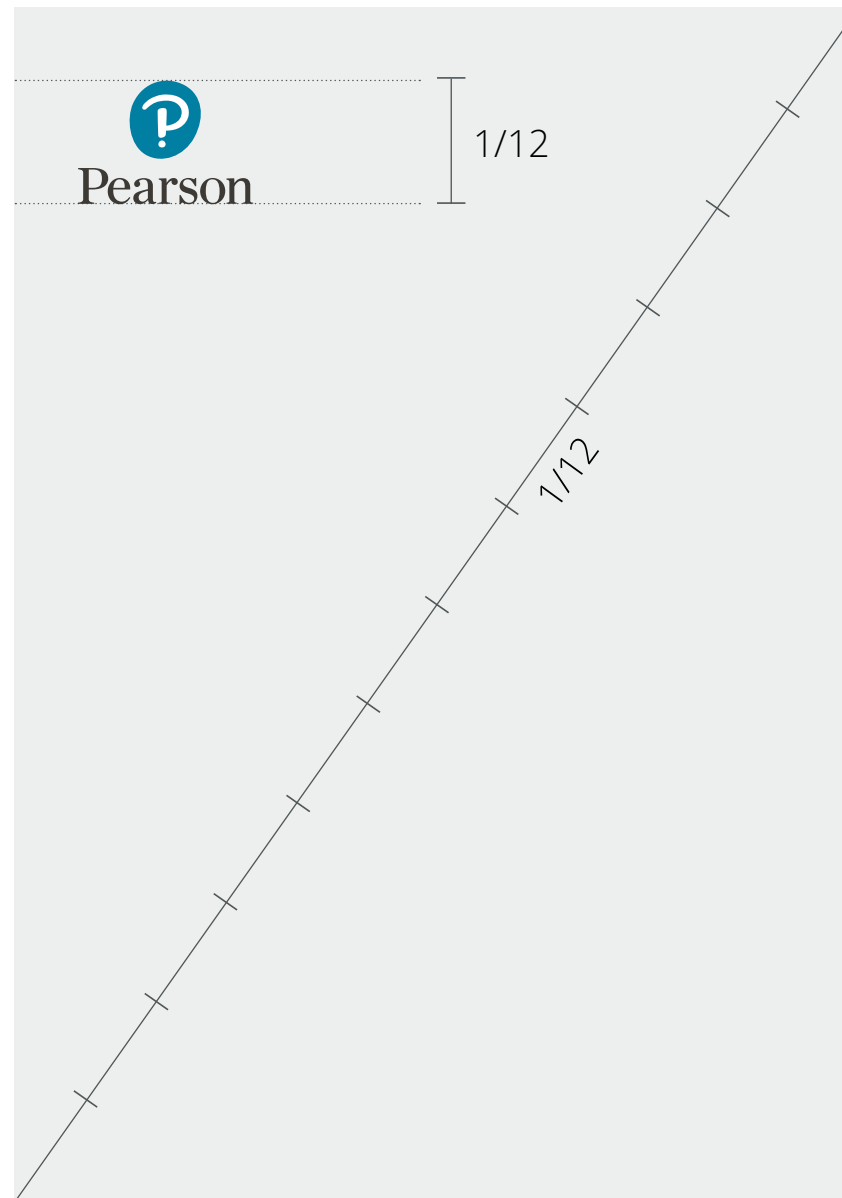
Format size (US)	Logo height
------------------	-------------

Tabloid	2 inch/42 mm
Junior legal	0.78 inch/20 mm
Legal	1.35 inch/34.5 mm
Letter	1.18 inch/30 mm

## Unique formats

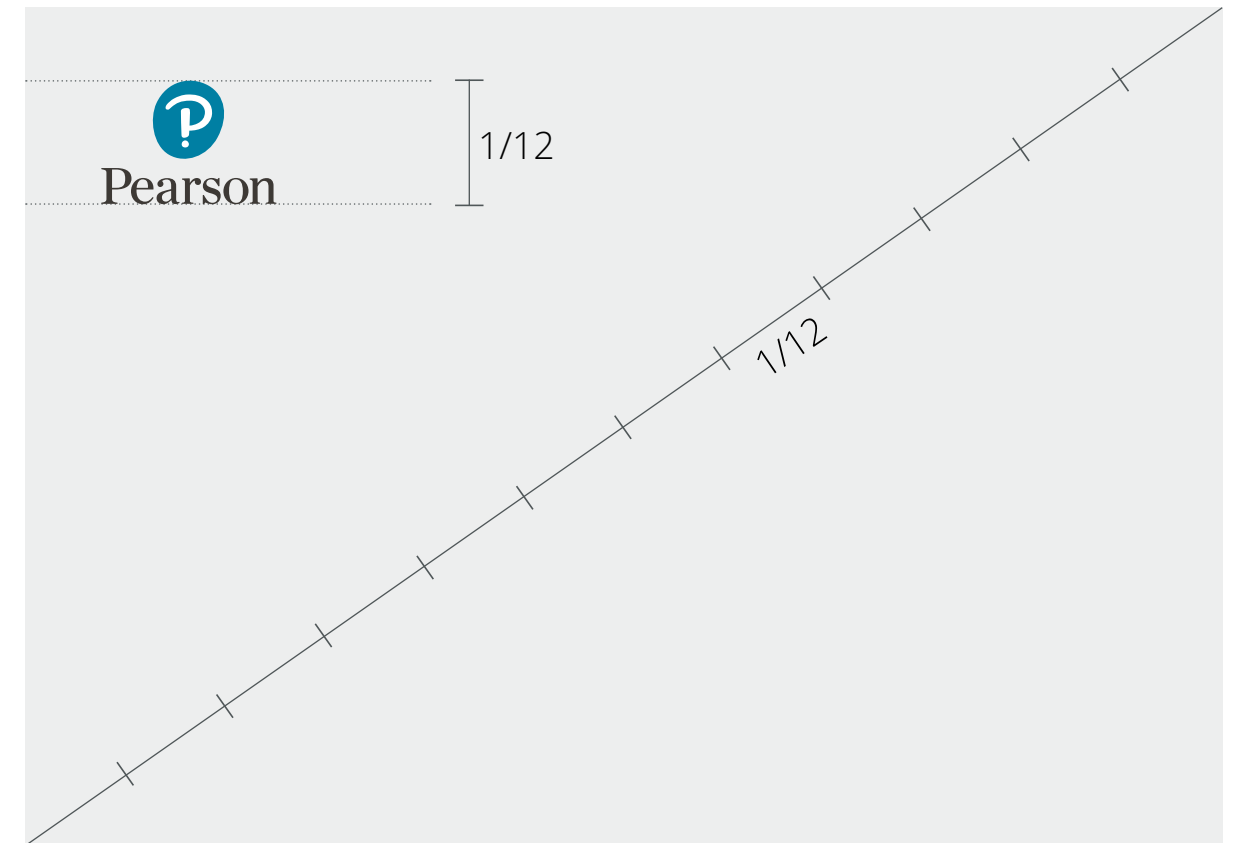
For unique formats that are narrow (e.g. digital Web banners or trade show signage) you should use your judgment to determine the logo size to achieve optimal brand presence. Try to keep to our clearspace rules as much as possible.

### Vertical formats



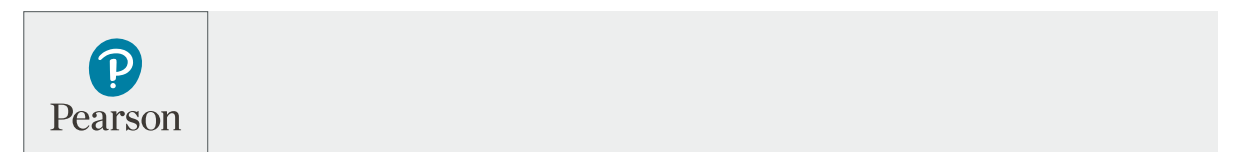
Logo height = 1/12 of the diagonal

### Horizontal formats



Logo height = 1/12 of the diagonal

### Unique formats



Logo height = optimum allowed, taking into consideration clearspace

# Logo

## Minimum size

We want people to see our logo clearly across all our communications. To make sure it's visible to everyone, we have a minimum size for print and digital formats.

There will be occasional exceptions, such as merchandise and stationery, but please stick to the minimum sizes wherever possible.

**Digital:**  
Minimum width 49 px.

**Print:**  
Minimum width 15 mm.



# Logo Colors

Our logo comes in two different colorways to create consistency. The one you use will depend on your background image or color.

## For light-image backgrounds

Use the logo with the black Pearson logotype.

## For dark-image backgrounds

Use the logo with the white Pearson logotype.

If it is not possible to achieve clear legibility of the logo on top of your image, you must use a holding device. For more details, see page 85.

## Color backgrounds

Place our logo against only the background colors shown here, as these have all passed accessibility testing. For additional guidance on color, see page 29.

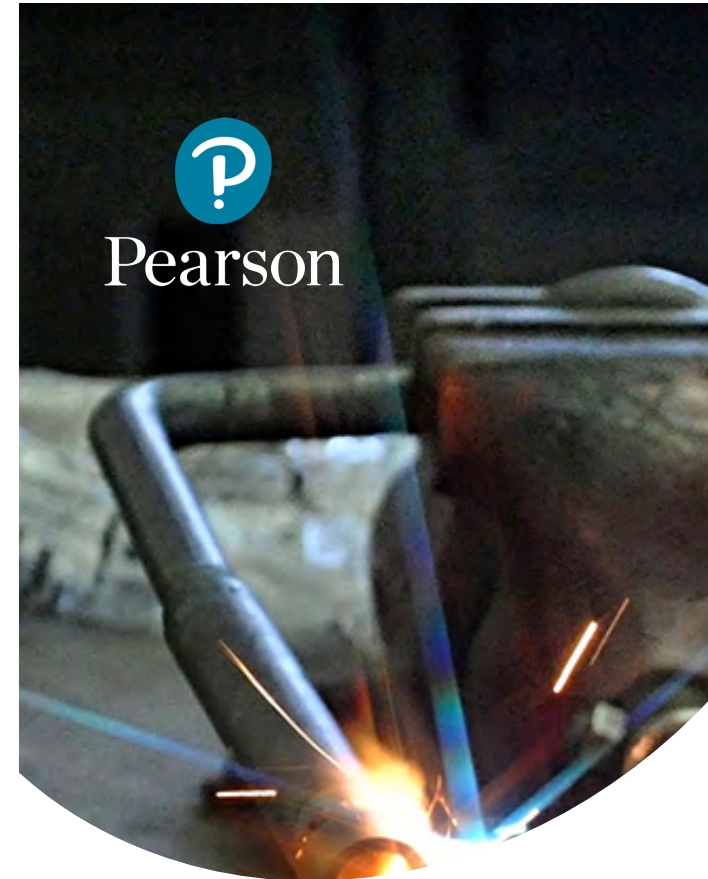


Use only the color background combinations for the logo shown here, as these have achieved an AA pass in accessibility testing.

PearsonLogo\_Primary\_Blk.eps



PearsonLogo\_Primary\_W.eps



Logo background color combinations



Chalk White



Lime Green



Ice Blue



Midnight Blue



Graphite Grey



# Logo

## Additional versions

When the primary logos are not appropriate, you can use a different version of the logo.

### 1. Horizontal logo

Use this only when you are working with restricted sizes that may compromise the logo legibility e.g., narrow horizontal formats in signage and digital applications. A white version is also available for dark backgrounds.

### 2. Digital logo

The horizontal logo is the preferred choice for digital uses to ensure maximum standout in small areas. Our preferred position of the logo is in the top left-hand side, but when content, context, and usability of your digital touchpoint restricts this (e.g., mobile), use your best judgment to achieve logo standout. For more guidance on digital, see page 94.

### 3. Favicon logo

Use in the browser tab only.

### 4. Mono versions

Use when a color production isn't an option.

1 PearsonLogo\_Horizontal\_BlK.eps

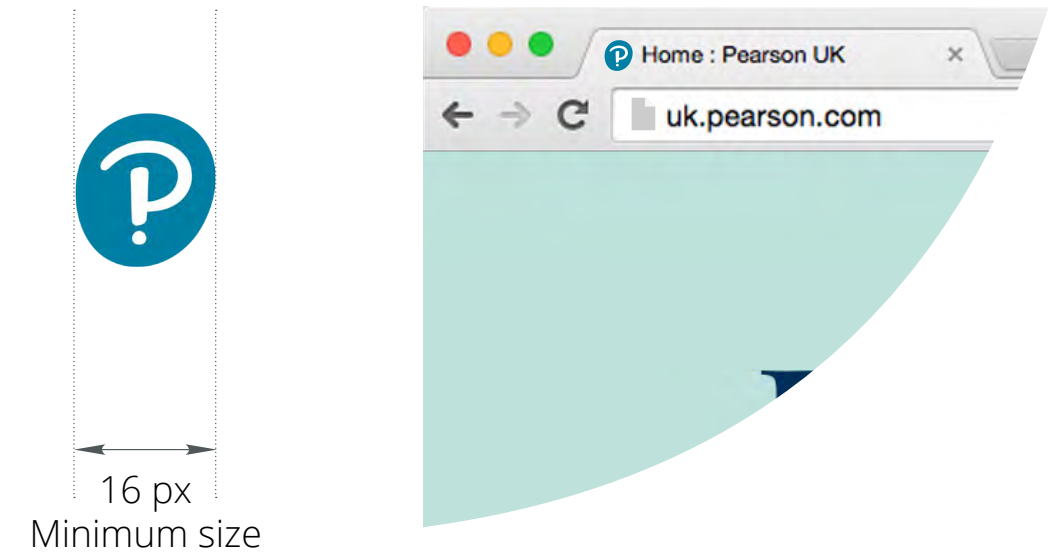


Logo clearspace = the cap height of the Pearson logotype "P"

2 Website logo usage and position



3 PearsonLogo\_Favicon.png



4 PearsonLogo\_Mono\_B.eps



PearsonLogo\_Mono\_W.eps



# Logo

## Third party

There will be times when our logo needs to appear alongside other logos because Pearson is working in partnership with third-party companies. How our logo is applied will depend on who is leading on the collateral (writing the content). Shown here are examples of the different combinations.

### 1. Pearson-led material

We create the content and collateral in our visual identity style. Our logo is most prominent, so you should use the primary logo.

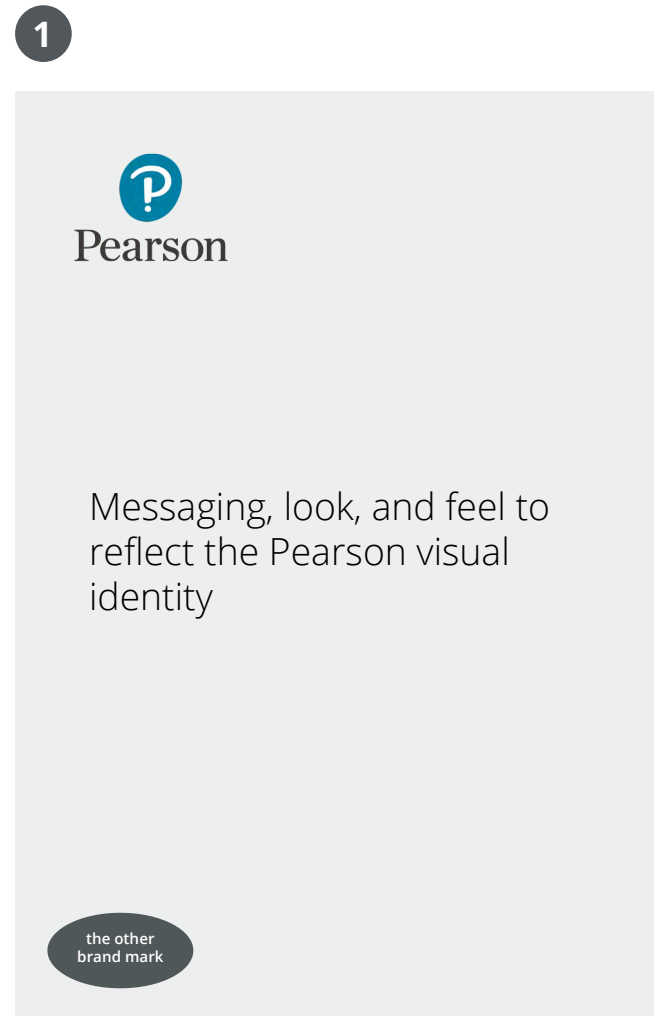
### 2. The third-party brand material

The other brand creates the content and is therefore the dominant brand. Use either the primary logo or horizontal logo depending on space restrictions determined by the other brand.

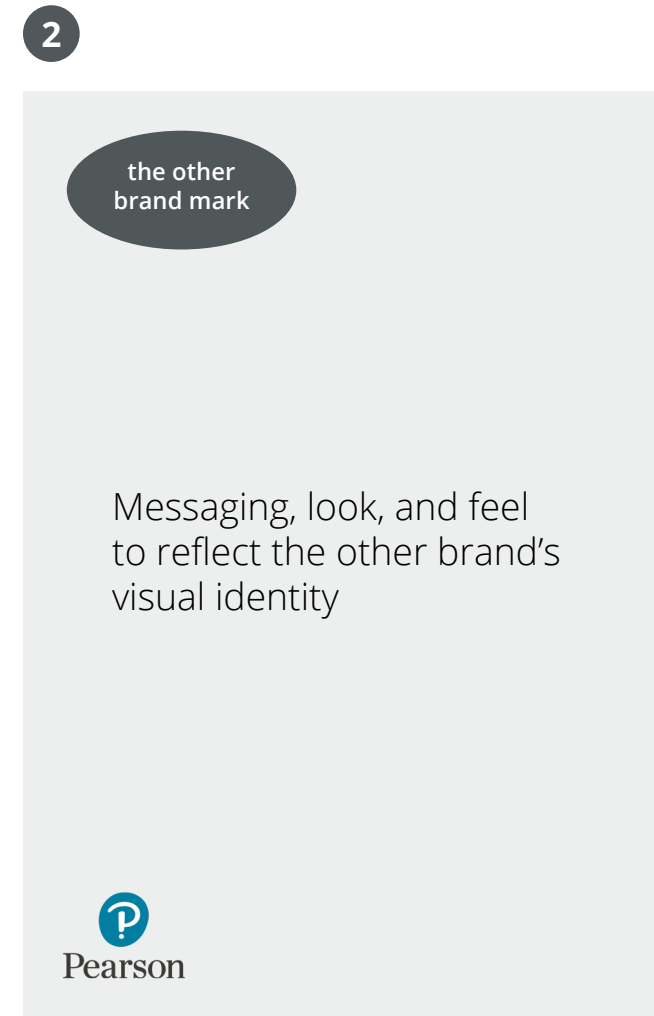
### 3. Equally led material

Content is produced 50/50, so collateral has neutral branding and equal weighting for both logos. Use either the primary logo or horizontal logo, depending on space, and make sure Pearson has the optimal presence possible in that space.

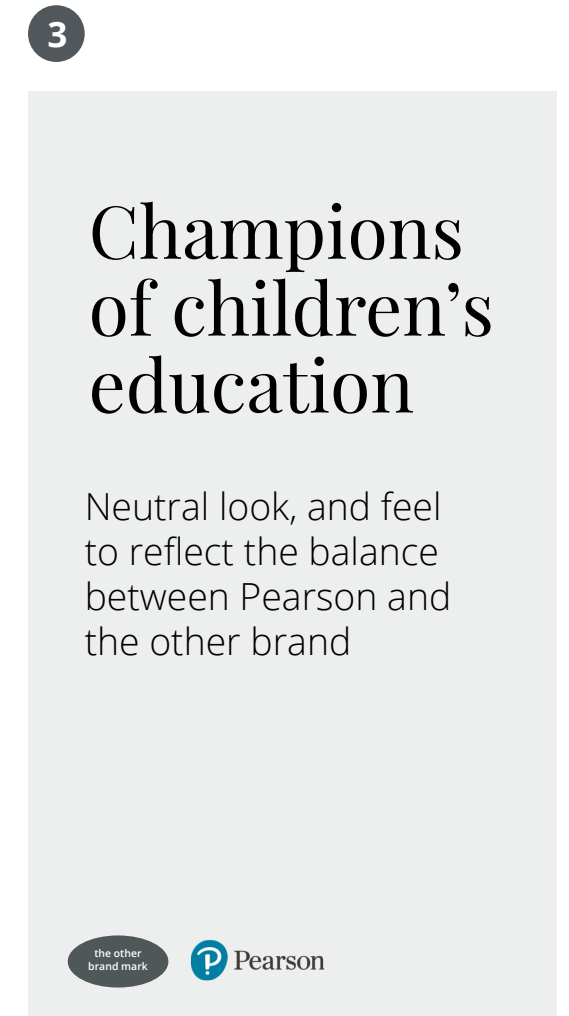
If you have further questions about how to apply the Pearson logo within third-party communications, contact [brandhelp@pearson.com](mailto:brandhelp@pearson.com). If you need guidance on the appropriate descriptor to use, please check with the Pearson legal team responsible for the partnership agreement.



Example piece of communication



Example piece of communication



Example piece of communication

### Adding a descriptor

To make Pearson's relationship with the third-party brand clear, you can add a descriptor. Descriptors must be used only with the horizontal Pearson logo, set in Open Sans semibold, and be positioned outside of the logo clearspace as shown. It should be the same color as the Pearson logotype and never be larger than the type in the word Pearson.

### Supported by

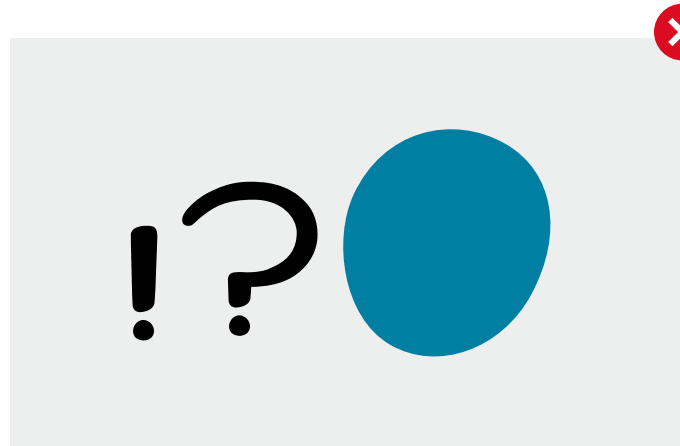


### Supported by



# Logo Don'ts

Our logo is central to our brand, so please take care when you use it. Here you'll find some things to avoid.



**Don't** break up the thumbprint and interrobang.



**Don't** recreate the thumbprint icon.



**Don't** recreate the wordmark.



**Don't** use any other colors for the logo.



**Don't** rearrange the wordmark and/or icon.



**Don't** use any secondary colors as a background for the logo.



**Don't** lock in a company unit name.